

"The single biggest problem in communication is the illusion that it has taken place."

-George Bernard Shaw

Communication is arguably one of the most important business skills, no matter what your industry. Yet so many of us haven't been trained in how to communicate effectively with clients and colleagues. Communication is not talking at someone, it is talking *with* someone. The word 'communication' is descended from the Latin noun 'communicato' which means 'a sharing or imparting'. The desired outcome or goal of any communication process is understanding. And understanding occurs when there is a shared meaning. Read on to find out how you can become an effective communicator, thereby making a huge positive impact on the success of your organization.

Sally x

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Create Your Blockbuster Corporation

Communication

"To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others".

~ Tony Robbins

Keep in mind that communication is not about you, your opinions, your positions or your circumstances. It's about helping others by meeting their needs, understanding their concerns, and adding value to their world.

For communication to occur optimally it involves the 7 C's –

1. Concentrate on Active Listening

Stop talking and start listening for meaning.

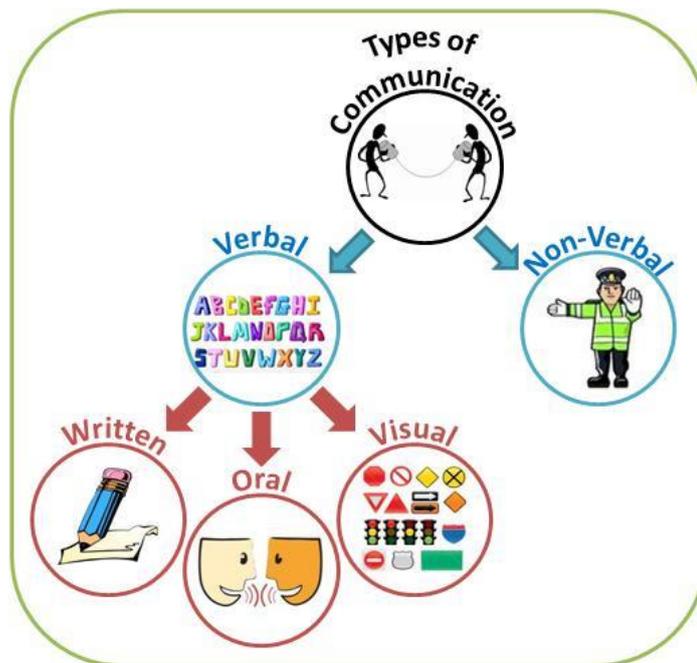
2. Communication Styles/Learning styles

All minds don't think alike. Some are visual decoders, some are auditory decoders and others are kinaesthetic decoders. Communicate using a style which accommodates all 3.

3. Clarity & Simplicity

Choose words that convey your message clearly & simply. Eliminate jargon.

4. Communication Channels



5. Credibility & Authenticity

When you communicate a message it needs to be communicated honestly. People know when something isn't adding up. If you try to communicate something that isn't totally true and honest it will eventually be revealed. It's difficult to maintain dishonest communication in the workplace (or anywhere else) because it gets too complicated to hold all of the stories together. Always speak the truth. Radiate integrity and Authenticity – it builds trust.

6. Congruency

Be congruent when delivering your message otherwise your audience receives mixed messages, leading to confusion. Ensure your message is congruent in words, tone, pitch, tempo and body language.

7. Courtesy

People want to do business with well mannered people.

When you invest time and knowhow in each of these 7 areas, your ability to communicate effectively will soar. Customers, clients, colleagues and prospects will feel connected, engaged and valued. Imagine the results this could create for your business!

Create Your Blockbuster Life

Active Listening

“We have two ears and one mouth so that we can listen twice as much as we speak.”
~ Epictetus

Depending on the study being quoted, we only remember between 25-50% of what we hear. In real terms, that means when you talk to your family, friends and colleagues for 10 minutes, they only really hear 2.5 – 5 minutes of the conversation. Turn it around and it means that you are not hearing the whole message delivered to you either.

What important messages are you not hearing?

What pieces of critical information are they not hearing?

How does this lack of real listening impact on your relationships?

It's time to stop 'hearing' and to start 'actively listening'.

- Firstly, stop talking and give 100% of your attention to the messenger.
- Quieten the internal chatter in your mind.
- Ignore the distractions around you and focus on listening to what is being communicated.
- Ask questions for clarification.
- Paraphrase for understanding.
- Summarise for shared meaning.

Active listening is an essential element in effective communication. It builds trust, respect, understanding and quality relationships.

Start practising some active listening skills today.

News

I will be presenting a seminar on 'The Toxic Worker' as part of The Geelong Small Business Festival on 22nd August at Geelong City Hall. Click on the link below for further details and ticketing information.

<http://www.geelongaustralia.com.au/gsbfb/event.aspx?id=8d034a0936f2dcf>

I will be facilitating some Professional Development workshops for teachers and educators in both Geelong and Melbourne in the coming months. Click on the link below for further details and bookings.

<http://www.criticalagendas.com.au/Search.html?ordering=&searchphrase=all&searchword=sally+learey>

Q&A

I would love to hear from you!

Email me your questions and I will publish them along with my answers in forthcoming editions of Blockbuster Life Solutions.

Connect With Sally

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